



WPTV

ORDER

Print Date 08/31/12

Page 1 of 2

Flight Dates **10/16/12-10/22/12**

Contract / Revision **309419 /**

Original Date / Revision
08/28/12 08/31/12

Advertiser **Treasure Coast Jobs Coaliti**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

TCJC - Treasure Cst. Jbs Coa. FL

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C16C22**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	7	\$9,690.00	\$11,400.00	0.00
Totals	7	\$9,690.00	\$11,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	7	\$9,690.00	\$11,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/22/12	10/22/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	M-----			1		\$650.00		0.00				
N 2	WPTV	10/18/12	10/19/12	M-F 6-7a M-F 6-7a	CM	6-7a	---11--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	---11--			2		\$2,500.00		0.00				
N 3	WPTV	10/16/12	10/16/12	M-F 530-6p M-F 530-6p	CM	530-6p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00



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Page 2 of 2

Contract / Revision **309419** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 08/28/12/ 08/31/12

Order Sep 00:20:00

Advertiser **Treasure Coast Jobs Coalit** Product **TCJC - Treasure Cst. Jbs C** Estimate # **C16C22**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/16/12	10/16/12	M-F 530-6p M-F 530-6p	CM	530-6p	- T - - - - -	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- T - - - - -	1				\$2,000.00		0.00				
N 4	WPTV	10/20/12	10/20/12	Sa 6p Sa 6p	CM	6-630p	- - - - - S -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- - - - - S -	1				\$1,000.00		0.00				
N 5	WPTV	10/19/12	10/19/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	- - - - F - -	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- - - - F - -	1				\$750.00		0.00				
N 6	WPTV	10/17/12	10/17/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- - W - - - -	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	- - W - - - -	1				\$2,000.00		0.00				
Totals														7	\$11,400.00